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Neumáticos Andrés' **exports** rise to 25% thanks to its strong International Department

Salamanca, March xx, 2022.- The constant growth and evolution of the International Department of Neumáticos Andrés in 2021 have represented a great boost for the leader in tyre distribution within the Iberian Peninsula, which already exports 25% of its sales, reaching more than 30 countries around the world.



Guillermo Blanco Martín, International Manager of Grupo Andrés, states that the company has achieved a high degree of specialisation in each of the divisions that make up the international department - post-sales, logistics, customer service, sales, pricing, credit analysis, fairs and communication - "*which makes it possible to provide the best customer service beyond our*



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national borders, addressing the needs of foreign professional workshops that order tyres for different ranges of vehicles and segments".

The International Department of Grupo Andrés, made up of 16 highly qualified professionals, has been developing for years the intense process of internationalisation of the Tyre Distribution Company, a consistent and accurate work that has resulted in a rising trend in its export figures. The sales strategy that has consolidated this team outside Spain has now reached all of Europe, China, Morocco and several Latin American countries.

According to Guillermo Blanco, the main strength of Neumáticos Andrés *"is its capacity to innovate and adapt, thus becoming an up-to-date technological company which is in constant evolution within the national and international automotive sector"*.

It is impossible to understand the company's present and future without its internationalisation strategy. The recent inauguration of its new headquarters and central warehouse in Salamanca, with a height of 16 metres, 43,000 m² of surface area and a capacity for more than 700,000 tyres; provides Grupo Andrés with a stock capacity comparable to the largest distributors in Europe.

Grupo Andrés' team of professionals will once again be at the industry's main international fairs this year. An activity that is now recovering from the effects of the pandemic, during which travel possibilities were restricted. *"Neumáticos Andrés will have its exhibition stand at The Tyre Cologne (Germany), from May 24 to May 26, where we will be delighted to welcome all of our international friends and partners"*, explains Blanco.

About Grupo Andrés

With more than **30 years of experience** in the industry, GRUPO ANDRÉS is the leading, exclusive and independent tyre distributor within the Iberian Peninsula and its products are **exported to 30 countries**. The company has become a point of reference regarding international tyre distribution and is linked to the world's major tyre manufacturing groups, as well as being the most profitable option for workshop professionals.

In 2021, Grupo Andrés' tyre division achieved a turnover of 219 million euros and more than 7 million on-line orders through its **B2B sales platform**, a milestone that confirms the success of the business strategy followed by the company over the last few years.

Grupo Andrés' distribution **reaches more than 20,000 professional garages**, supplying them with **references of over 70 tyre brands**, with quality and prompt customer service. The company's strength and purchasing power enable it to offer dynamic and excellent sales prices, an added value that is reinforced by the quality and strength of a **large distribution network**. Grupo Andrés is a cutting-edge company with a logistics operation that handles 30,000 incoming and outgoing tyres every day.